

MINISTRY



OF HEALTH

IMMUNISATION AGAINST DIPHTHERIA



National and Local Publicity
for 1947

THE SALIENT FACTS ABOUT DIPHTHERIA IMMUNISATION

- 1 More than 6,000,000 children have been immunised against diphtheria under the local authorities' scheme.
- 2 The number of deaths from diphtheria has declined steadily since the immunisation campaign got under way in 1941 ; and in 1945 it was only a quarter of the average for the ten-year period 1931-40. This improvement was maintained in 1946.
- 3 Apart from the saving of young lives, which cannot be estimated in terms of money, the reduction in the number of cases of diphtheria in the last few years has resulted in a reduction of several million pounds in the cost of hospital treatment falling on public funds.
- 4 The prime objective now is to secure the immunisation of at least 75 per cent of babies before the end of their first year of life. For 1947, because of the rise in the birth rate, the "target" figure for England and Wales is 590,000 children, compared with 520,000 in 1946. Still more strenuous and widespread efforts are therefore required if the improvement is to be maintained.
- 5 Publicity on a national scale can do no more than provide support and "background" for local effort. The most effective form of publicity is organised, persistent personal persuasion by doctors, pharmacists, health visitors, welfare centres and voluntary social workers, supplemented by local campaigns using newspaper reports and advertisements, posters, films, cinema slides, etc.
- 6 This brochure is intended to assist local authorities in the planning and execution of publicity campaigns, and special attention is drawn to the suggestions set out on the back cover.



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How Diphtheria Immunisation is nationally advertised

Illustrated below are four of the advertisements that have been telling parents throughout the country of the vital importance to their children of early immunisation. These advertisements appeared regularly during the latter half of 1946, and are continuing to appear, in the large-circulation Sunday newspapers and the leading monthly and weekly women's magazines.

The poster illustrated here (centre) has been displayed on 10,000 sites throughout the country.

PARENTS! do you know?

that the chance of your child dying from Diphtheria is TWENTY-SIX times greater if you neglect to have him immunised?

that Diphtheria is spread by a germ which is carried by the healthy and the unhealthy? It strikes rich and poor alike, strong and weak. Only immunisation protects.

that the child under five is in greatest danger of all; so immunisation should be completed early—eight months old is usually the best time? (If this was not done, act now.)

that immunisation is painless, simple and free for all? Ask for full particulars to-day at your local Council Offices, School or Infant Welfare Centre.

DIPHTHERIA COSTS LIVES
Immunisation costs nothing

Issued by the Department of Health for Scotland and the Scottish Council for Health Education.

DIPHTHERIA IS DEADLY

PROTECT YOUR CHILD BY IMMUNISATION

Ask at your local council offices, school or welfare centre

ISSUED BY THE MINISTRY OF HEALTH AND THE DEPARTMENT OF HEALTH FOR SCOTLAND

DIPHTHERIA COSTS LIVES-

Diphtheria threatens every child, its germs are spread from one child to another. There are diphtheria epidemics on the Continent now, and the risk of infection is great. The years of special danger are up to 15—but the greatest danger of all is to children under five.

Your child ought to be immunised just before his first birthday. If he is older have him protected immediately. Immunisation is the proved scientific safeguard. The unimmunised child is 26 times more likely to die from diphtheria than the child who has received this safe and simple protection. Go to your local Council Offices, School or Welfare Centre for full advice. **DO NOT LEAVE IT TOO LATE!**

IMMUNISATION COSTS NOTHING

Diphtheria kills many children. If your child immunised you can be in the knowledge that you have the best protection against this danger. Would you ever forgive yourself if you left it too late?

A child who has been immunised 26 times less likely to die from diphtheria than one who has not been protected. Have your child immunised just before his first birthday. If you have children have them immunised at once. Go NOW to your local Council Office, School or Welfare Centre for advice.

Issued by the Department of Health for Scotland and the Scottish Council for Health Education.

IMMUNISATION COSTS NOTHING

WOULD NEVER FOR YOURSELF... If a simple injection would have saved your child's life—and you had left it too late! The parents who have had their children immunised can be sure in the knowledge that they have given them the best safeguard. The child who has been immunised is twenty-six times less likely to die from diphtheria than a child who has not. Any child—rich or poor—is liable to attack.

The most dangerous years of all are up to five. So take your child early to be immunised. The best time is just before his first birthday. If he is older take him at once. Ask your local Council Offices, School or Welfare Centre for full advice. **DO NOT LEAVE IT TOO LATE!**

IMMUNISATION COSTS NOTHING

Issued by the Department of Health for Scotland and the Scottish Council for Health Education.

WHERE THE ADVERTISEMENTS APPEAR

National Sunday Papers

EMPIRE NEWS
NEWS OF THE WORLD
THE PEOPLE
REYNOLDS NEWS
SUNDAY CHRONICLE
SUNDAY DISPATCH
SUNDAY EXPRESS
SUNDAY MAIL
SUNDAY PICTORIAL
SUNDAY POST

Weekly Magazines

HOME CHAT
HOME COMPANION
HOME NOTES
RADIO TIMES
WOMAN
WOMAN'S COMPANION
WOMAN'S FRIEND
WOMAN'S ILLUSTRATED
WOMAN'S OWN
WOMAN'S PICTORIAL
WOMAN'S WEEKLY
WOMAN'S WORLD

Monthly Magazines

EVERYWOMAN
HOUSEWIFE
MODERN WOMAN
MOTHER
MOTHER AND HOME
MY HOME
WIFE AND HOME
PARENTS
WOMAN AND HOME
WOMAN'S JOURNAL
WOMAN'S MAGAZINE

POSTERS. 16-sheet posters were displayed on 10,000 sites throughout the country during the autumn months. Earlier in 1946 a display of double royal posters on railway sites was arranged. In addition, the distribution and display of small-size posters has been arranged with the co-operation of the British Red Cross, W.V.S., Pharmacists, etc.

BROADCASTING. The B.B.C. will again be asked to co-operate during the year.

FILMS. A "trailer" film, attached to newsreels, was shown at most cinemas towards the end of 1946. A new "trailer" will be produced in 1947; this will also be included in the non-theatrical performances of the Central Office of Information Mobile Units.

You can advertise in your local paper

The increase in immunisation figures due to previous anti-diphtheria campaigns, and the special effort needed in 1947 to achieve a still greater improvement, make it more than ever necessary that Local Authorities who co-operated in the earlier drives should again give their support. It is also hoped that all other Local Authorities will now take part in the campaign.

To assist Local Authorities generally, a combined Ministry/Local Authority Press advertising scheme is again offered, as outlined below.

The greater part of the advertising cost is borne by the Central Office of Information. Local Authorities pay only for their own local details

LOCAL NEWSPAPER ADVERTISING.

The success of this campaign depends largely on whether parents are given clear and detailed information as to where and when they can have their children immunised. This information can reach them effectively through the local Press. The Central Office of Information has therefore arranged for a scheme of advertising to assist Local Authorities. It operates as follows :

THE CENTRAL OFFICE OF INFORMATION

has prepared advertisements, 3½ in. in depth, in both double and single column sizes. These are reproduced on pages 4 and 5, with key numbers for ordering.

At the request of Local Authorities (in all approved cases) space will be booked in newspapers selected by them and the advertisements chosen by them inserted. The cost of the space and the advertising blocks (which will be supplied) will be borne by the C.O.I.

This action will be taken **ONLY** on the understanding that the **LOCAL AUTHORITY** will supply local details to be inserted at the foot of these advertisements, and that the Local Authority will itself meet the cost of the space taken for these local details.

IT SHOULD BE NOTED THAT :

- (a) The number of insertions which can be arranged under this scheme is limited to **FOUR** in any one paper, but two or more papers may be specified.
- (b) Local Authorities should order on the Order Form enclosed in the back pocket of this brochure and should indicate the newspapers they wish to use, the dates of insertion, the key numbers of the standard advertisements they wish to use (see pages 4 and 5), and the local details to be included.
- (c) The newspapers will be requested to submit proofs of the complete announcement to the Local Authority before insertion. They will also invoice direct to the Local Authority the cost of space chargeable to them.

The Order Form, when completed, should be sent to :

**Campaigns Division (Room 653),
CENTRAL OFFICE OF INFORMATION,
Norgeby House, 81-85 Baker Street,
London, W.1.**

This is the style of advertisement you can use

DIPHTHERIA COSTS LIVES-



Have your baby immunised before his first birthday—eight months old is usually the best time. If you have older children have them immunised at once. Only by doing so can

you be happy in the knowledge that you have given them the best protection against this deadly danger.

—IMMUNISATION COSTS NOTHING

Children can be immunised FREE
at the following times and places:

Elizabeth Institute = Tuesdays 10 a.m. to 12.30 p.m.

Healthfield Council Offices = Wednesdays 2 to 4 p.m.

Happychild Welfare Centre = Fridays 2 to 4 p.m.

I. SAFEGUARD,

Medical Officer of Health.

HEALTHFIELD URBAN DISTRICT COUNCIL

DIPHTHERIA COSTS LIVES-



Have your baby immunised before his first birthday—eight months old is usually the best time. If you have older children have them immunised at once. Then you will be happy in the knowledge that you have given them the best protection against this deadly danger.

—IMMUNISATION COSTS NOTHING

Children can be
immunised FREE
at the following
time and place:

The Clinic

Greenways Road

every Wednesday, 10-11 a.m.

Healthfield

Urban District Council

THE
CENTRAL
OFFICE OF
INFORMATION
WILL PAY
FOR 3½"
D/C OR S/C

THE LOCAL
AUTHORITY
WILL PAY
FOR THE
REST

*Specimen of
wording is
suggested
for Local
Authorities*

ILLUSTRATED here are two examples of combined advertisements—one in double column and one in single column size. Examples of the additional wording to be supplied by the Local Authorities are included beneath the part of the advertisement which the Central Office of Information will supply, to show how the complete announcement will appear.

Blocks of any of the advertisements illustrated on the following pages (4 and 5) are available on request. Please order according to the key numbers, using the Order Form contained in the pocket at the back of the brochure.

Advertisements available f

DIPHTHERIA COSTS LIVES—



Have your baby immunised before his first birthday — eight months old is usually the best time. If you have older children have them immunised at once. Only by doing so can you be happy in the knowledge that you have given them the best protection against this deadly danger.

—IMMUNISATION COSTS NOTHING

EXPLANATORY NOTES

Shown on this page are the highly successful national use by Local Authorities. available in double or ordering, please state the

Single Column F/1

Double Column F/2

PARENTS! do you know?

that the chance of your child dying from diphtheria is TWENTY-SIX times greater if you neglect to have him immunised?

that diphtheria is spread by a germ carried by the healthy as well as the unhealthy?

that it is wise to have your baby immunised before his first birthday — eight months old is usually the best time.

that immunisation is painless, simple and FREE for all.

DIPHTHERIA COSTS LIVES
Immunisation costs nothing

Single Column G/1
Double Column G/2

r "Combined" Advertising

advertisements, based on.
al campaign, available for
all are 3½ in. deep ; all are
gle column form. When
ey numbers as follows :

Single Column H/1
Double Column H/2

DIPHTHERIA

COSTS LIVES.

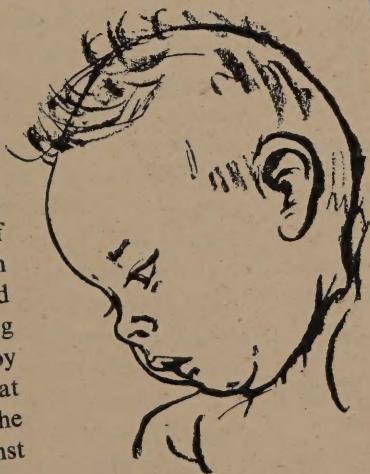


Have your baby immunised before his first birthday—eight months old is usually the best time. If you have older children have them immunised at once. Only by doing so can you be happy in the knowledge that you have given them the best protection against this deadly danger.

—IMMUNISATION COSTS NOTHING

DIPHTHERIA COSTS LIVES

Have your baby immunised against diphtheria before his first birthday—eight months old is usually the best time. If you have older children have them immunised at once. Only by doing so can you be happy in the knowledge that you have given them the best protection against this deadly danger.



IMMUNISATION COSTS NOTHING

Single Column K/1
Double Column K/2

FREE PUBLICITY MATERIAL

(available on request to the C.O.I.)

HEALTH VISITOR'S CARD

The new version of this Card (see specimen in pocket of this brochure) is intended for regular use by Health Visitors, in conjunction with personal persuasion, and is particularly suitable for leaving behind when the mother wants to "think it over" or consult her husband. The franked post card, embodied in the Health Visitor's Card, must be overprinted or stamped with the address of the Medical Officer of Health before it is distributed.

GENERAL LEAFLET

This new leaflet, which does not include a consent form, may be used as an alternative to the Health Visitor's Card, but is probably most suitable for distribution during a special campaign; the Local Authority's own consent form could, of course, be enclosed. The text is more detailed, so that the leaflet may be used without a personal talk. (A specimen is included in the pocket of this brochure.)



DESIGN A

CINEMA SLIDES

A choice of two cinema slides is offered, as illustrated—Design A and Design B. To obtain the best results the slide should be followed by another slide—prepared locally—giving the address of local immunisation centres and times of sessions.



DESIGN B

FILMS CAN HELP

IN CINEMAS. 35 mm. sound copies of the film "Defeat Diphtheria 1945" (running time 12 minutes) are available for showing in cinemas as part of the ordinary programme, provided the co-operation of cinema managers can first be obtained. Applications should be made at least three weeks in advance to National Screen Service, Ltd., Wallace House, 113 Wardour Street, W.1, giving the name and address of the cinema to which the film is to be sent, and the dates on which it will be shown.

SPECIAL SHOWS. When there are no facilities for showing "Defeat Diphtheria 1945" as part of an ordinary cinema programme, it can be used for exhibition at special shows arranged by Local Authorities. Copies may be borrowed in 35 mm. sound or 16 mm. sound from the Central Film Library, Imperial Institute, South Kensington, S.W.7, with other health education sound films, from which an interesting and varied programme could be built up.

All the films are 16 mm. size (non-inflammable) and 35 mm. size (inflammable). Applications

should be made by letter at least three weeks in advance and must state whether a sound projector is available, and whether 16 mm. or 35 mm. copies are required. Borrowers must undertake to show the films to reasonably large audiences, to return them immediately after the last day for which they have been booked, to pay return carriage by post or passenger train, and return the films in good condition, together with the spools, and in the tins and fibre cases in which they received them. If no projector is available locally, it may be possible for one of the C.O.I. Mobile Film Units to give a special show, including "Defeat Diphtheria," if consultation is made in good time with the Films Officers attached to the C.O.I. Regional Offices (addresses are given on the inside front cover of this brochure). If this procedure is followed, no application for the film need be made to the Central Film Library.

A trailer film, i.e., a short 1½-minute film going out as part of the newsreels in ordinary cinema programmes, has already been shown in cinemas all over the country. This can also be shown in programmes given by the C.O.I. Mobile Units.

The Central Council for Health Education

POSTERS. A new poster in black and red is obtainable from the Central Council for Health Education at the prices given on page 8. Space is allowed for over-printing local details, and this service is provided at a moderate charge. There are now available three different designs in sizes 30 in. × 20 in. (D.C. 16, 17 and 20). In addition D.C.17 is produced in sizes 15 in. × 10 in. and 6 in. × 20 in.

For exhibition on Empire Marketing Board notice-boards, two poster sets are now available, E.M.B. 65 and 66. Each set contains three panels size 60 in. × 40 in., and two size 25 in. × 40 in. These posters need not necessarily be used only on E.M.B. boards, but can be displayed to advantage in welfare centres, dispensaries, etc., where space permits. Facsimiles are supplied free of charge.

The above material should be ordered direct from the Central Council for Health Education, and an order form is included in the pocket of the brochure. The form should be sent to the Head Office address, as follows :

**The Central Council for Health Education,
Tavistock House, Tavistock Square, W.C.1.**

but our Area Representatives, listed below, will be pleased to assist Medical Officers of Health in the campaign.

AREA REPRESENTATIVES

AREA	AREA COVERED	REPRESENTATIVE	ADDRESS	TEL. NO.
I	Durham, Northumberland, N. Riding Yorks, Cumberland	Miss H. Graham	2 Saville Place, Newcastle-on-Tyne	Newcastle 21450
II	West Riding Yorks, East Riding Yorks.		25 Park Square, Leeds.	Leeds 25089
III	Nottinghamshire, Derbyshire, Rutland, Lincoln-Holland, Lincoln-Kesteven, Lin- coln-Lindsey, Leicestershire, Northampton- shire, Soke of Peterborough.	Arthur Birch	132 Regent Road, Leicester.	Leicester 23657
IV	Cambridgeshire, Isle of Ely, Suffolk East, Suffolk West, Norfolk, Huntingdonshire, Bedfordshire.	Miss G. Weatherley, B.A.	5 St. Andrew's Street, Cambridge.	Cambridge 56035
V	County of London, City of London, Middle- sex, Hertfordshire.	Miss U. Priestman, C.S.P.	Tavistock House, Tavistock Square, W.C.1.	Euston 3341
VI	Oxfordshire, Buckinghamshire, Berkshire, Hampshire, Wiltshire.	Walter G. Penn	Palmer Hall, West Street, Reading.	Reading 2992
VII	Devonshire, Cornwall, Somerset, Dorset.	Mrs. F. E. Morgan, B.A., J.P.	18 Richmond Road, Exeter.	Exeter 56828
VIII	Gloucestershire, Glamorganshire, Mon- mouthshire, Pembrokeshire, Carmarthen- shire, Brecknockshire, Radnorshire, Cardiganshire.	E. Allan Robson, J.P.	Stuart House, Edward Terrace, Cardiff.	Cardiff 4659
IX	Staffordshire, Worcestershire, Warwick- shire, Shropshire, Herefordshire.	Mrs. A. D. Patrick, B.L.	10 Edmund Street, Birmingham, 3.	Central 3174
X	Lancashire (excluding Liverpool and Bootle), Westmorland.	Mrs. A. Skinner.	40 South King Street, Manchester.	Blackfriars 7578
XI	Cities of Liverpool and Bootle, Cheshire, Anglesey, Caernarvonshire, Montgomery- shire, Merioneth, Denbighshire, Flint.	Mrs. C. H. Griffiths.	31 Nicholas Street, Chester.	Chester 3158
XII	Kent, Essex, Surrey, East Sussex, West Sussex.	F. Buckler.	7 Victoria Street, S.W.1.	Abbey 2600

HOW TO ORDER ADVERTISING MATERIAL

To make it easy to order the various advertising material detailed in the foregoing pages, Order Forms are included in the pocket and should be completed and returned to :

Central Office of Information,
Campaigns Division (Room 653),
Norgeby House,
81-85, Baker Street,
London, W.1.

The Central Council for Health Education,
Tavistock House, Tavistock Square,
London, W.C.1.

For the following :

1. LOCAL ADVERTISING.

Please state :

(a) Key Numbers of Advertisements as shown below the specimens on pages 4 and 5.

(b) The local papers it is proposed to use, dates of insertions, and Local Authority's own wording.

2. CARD FOR DISTRIBUTION BY HEALTH VISITORS.

Please state :

The quantity required.

3. GENERAL LEAFLET.

Please state :

(a) The quantity required.

(b) The proposed method of distribution.

4. CINEMA SLIDES.

Please state :

(a) The reference number.

(b) How many required.

(c) The names of cinemas and dates when slides are to be used. (The slides should be returned when finished with.)

THE ABOVE MATERIAL IS AVAILABLE IN
LIMITED QUANTITIES, FREE OF CHARGE.

For the following :

POSTERS.

Vehicle Bill—6 in. by 20 in.

1. (V.B.1) Price 6d. each, 25s. per 100, £10 per 1,000.

Crown Folio—15 in. by 10 in.

2. (C.F.1) Price 6d. each, 20s. per 50, 35s. per 100.

Double Crown—30 in. by 20 in.

3. (D.C.16) Price 1s. each, £4 10s. per 100.

4. (D.C.17) Price 1s. each, £4 10s. per 100.

5. (D.C.20) Price 1s. each, £4 10s. per 100.

6. (E.M.B.65) Price 7s. 6d. the set of five posters.

7. (E.M.B.66) Price 7s. 6d. the set of five posters.

For use on Empire Marketing Boards (or other large sites).

LEAFLETS (Samples in pocket).

8. "Diphtheria is Deadly."

Price 3s. 6d. per 100, 32s. per 1,000, 30s. per 1,000 for 5,000 and over.

9. Broadcasts by the Chief Medical Officer.

Price 3s. 3d. per 100, 32s. per 1,000, 29s. 6d. per 1,000 for 5,000 and over.

10. Hints from the Health Department No. 1.

Price 4s. 3d. per 100, 38s. per 1,000, 34s. per 1,000 for 5,000 and over.

11. Birthday card.

Price 7s. per 100, 55s. per 1,000.

12. Fight Diphtheria by Immunisation.

Price 3s. 6d. per 100, 33s. per 1,000.

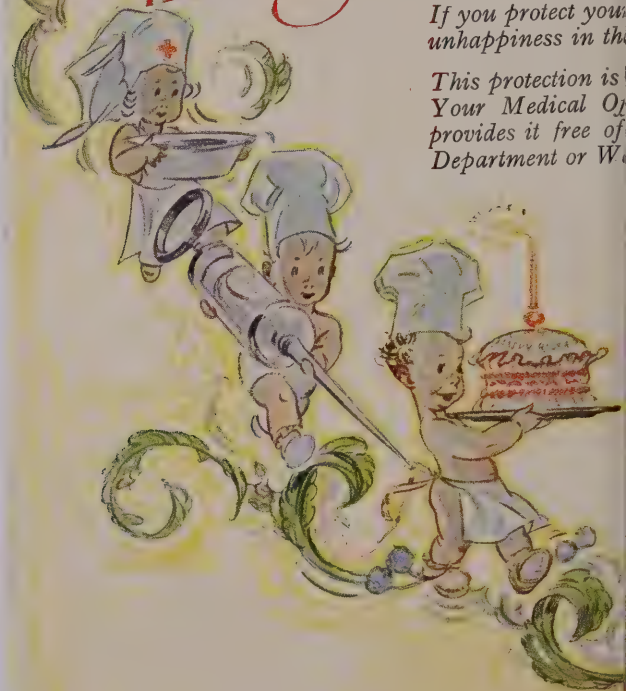
NOTE.—All prices quoted above are inclusive of postage.

THE ADDRESS TO WHICH MATERIAL SHOULD BE SENT MUST, IN ALL CASES, BE CLEARLY STATED, AND ALSO THE DATE ON WHICH IT IS REQUIRED. (A MINIMUM OF ONE WEEK SHOULD BE ALLOWED FROM THE DATE OF REQUEST.)

First Birthday Celebrations



Happy Birthday



BIRTHDAY C
happiness n

Some childish ailment
from one of the women
you can give your

If you protect your
unhappiness in the

This protection is
Your Medical Officer
provides it free of
Department or War

etings and all good wishes for future health and
that baby is one year old!

s cannot be avoided. But baby can be saved.
—DIPHTHERIA. The best birthday present
is protection against this dangerous disease.

ild against Diphtheria now, it may save much
uture.

orded by two tiny injections which are harmless.
r of Health recommends it, and the Council
arge. They will tell you at your Public Health
re Centre about the arrangements for treatment.

Don't wait until it is too late.

Prevention is better than cure.





ISSUED BY THE
FOR HEALTH
COLLABORATION
NATIONAL BABY WELFARE

CENTRAL COUNCIL
EDUCATION IN
WITH THE
COUNCIL

DIPHTHERIA *is deadly*

PROTECT YOUR CHILD BY
IMMUNISATION

PARENTS

do you know

that diphtheria is a deadly disease which attacks many thousands of children every year

that the chance of your child dying from diphtheria is TWENTY-SIX times greater if you neglect to have him immunised

that diphtheria is spread by a germ which passes from one child to another; and immunisation is the only safeguard

that it is wise to have your baby immunised before his first birthday—8 months old is usually the best time

that immunisation is painless, simple and FREE for all

PLEASE FILL IN AND SIGN THE ATTACHED POST CARD. TEAR IT OFF AND POST IT NOW. DON'T LEAVE IT TOO LATE!

Please arrange to have my child/children immunised against Diphtheria FREE of cost.

Children's Names (Surname first)

Date of Birth

.....
.....
.....

.....
.....
.....

Address

.....

Signature of Parent

Date

POST CARD



THE MEDICAL OFFICER OF HEALTH,

Ministry of Health



DIPHTHERIA

*Extracts from recent broadcasts
by*

Sir WILSON JAMESON

K.C.B., M.D., F.R.C.P.

*Chief Medical Officer
Ministry of Health*

Issued by

CENTRAL COUNCIL FOR HEALTH EDUCATION

Tavistock House, Tavistock Square, London, W.C.1
in co-operation with The Scottish Council for Health Education

DIPHT

HAVE you ever seen a child suffering from a severe attack of diphtheria—the dirty, evil-smelling throat, the swollen neck glands, the horrible forms of paralysis that only too often follow the attack days or even weeks later? Do you realise that on an average diphtheria kills someone in this country every three or four hours, and that as a result of it some child is taken off to the fever hospital every twenty minutes?

If I were to tell you about a wonderful new discovery that offered a certain cure for some horrible disease, wouldn't those of you be overjoyed who had a friend or a relative suffering from it? Well, we can prevent diphtheria, and surely prevention's worth a lot more than cure.

The process is a very simple one. The child is given two or at the most three injections under the skin of the arm. It is essential that the full course of injections should be given. In very few cases is there any subsequent pain or swelling and in the vast majority of the children so treated protection is complete in about 8 to 12 weeks. I treated my own children in this way years ago and they never turned a hair.

The best time to protect a child is at the age of 1—do not forget that diphtheria is specially fatal in very young children—but all children up to the age of 15 ought to be treated—and treated at once. Most cases of

DIPHTHERIA

diphtheria occur between the months of October and March. I have told you that it takes two or three months for the protection to be complete—so, you see, now is the time to safeguard your children against the risks of next winter.

At least three million children under fifteen have already been protected—but that's not nearly enough and the number under five is still far too small. Don't forget it's the little ones under five who are most likely to die from diphtheria. So please get them treated before the winter comes. All you've got to do is to tell your doctor or your local Council you want your child protected and they'll attend to it.

And here's a word to Fathers. Don't tell Mother you don't hold with these injections because you got a nasty sore arm when you had a protective dose against typhoid fever in the Service. The two things aren't the same at all. The youngsters rarely feel anything after the diphtheria treatment—and even if they did I should still urge you to go on with it. For I have seen what few of you have seen—little children suffering and dying from this beastly disease.

Remember too that diphtheria isn't caused by bad drains. It's caused by germs that live in the nose and throat and it spreads from child to child in the breath or by contact with some infected article or person. You

may have a lovely house and perfect drains and yet your child may catch the disease. Every child runs some risk. Don't forget that the King and Queen have had the two Royal Princesses protected.

I fancy some parents think that doctors are making a lot of unnecessary fuss about diphtheria. I wonder what I can say to make you realise the seriousness of it. Here's a little story of what happened in a country district in the Midlands.

There's a school in the place with about one hundred and eighty children in attendance. In spite of all that had been done by way of persuasion, parents had consented to only sixty of the children in the school being given the injections. The day before the doctor was due to visit the school a child in a nearby village died from diphtheria. When the doctor arrived he found that the parents, horrified at what had happened, had hurriedly asked that not sixty but one hundred and thirty children should be given this harmless and painless protective treatment. Surely you're not going to wait till someone you know dies before you take this simple precaution.

**Please pass this leaflet on to your friends.
Don't throw it away.**



REGINALD MOUNT

DIPHTHERIA COSTS LIVES

IMMUNISATION COSTS NOTHING

BABY'S safe arrival brings delight, and new responsibilities, to proud and happy parents. On them—on their wise care and understanding—baby's future health and happiness depend.

The wise parent knows, however, that with the best care in the world any child, and particularly a baby, may fall ill. And one of the most deadly diseases of childhood is still Diphtheria.

DANGER

Diphtheria, even when not fatal, is one of the most dangerous of childhood diseases and may result in serious after-effects, such as paralysis or heart weakness.

Cleanliness, good food and fresh air will prevent many diseases; but they cannot protect a child from Diphtheria. For this disease is spread by germs which pass from one child to another, and will attack even the healthiest child. "Carriers" of the germ, who may not themselves feel any effects, can infect any child with whom they are in contact.

PROTECTION

But medical science has found a way to protect every child against this dread disease—the safe, sure way of *Immunisation*, which helps the body to build up its own natural defence against Diphtheria.

Immunisation does not harm a child in the least. It just means two tiny pricks with an injection needle, the second one month after the first—the child rarely feels any discomfort. This simple treatment gives a high degree of protection against

the disease, and almost certain protection against death from Diphtheria.

Immunisation is offered free of charge by local health authorities.

PROOF

Since the Immunisation campaign got under way in 1942, Diphtheria cases each year have been reduced to almost half, and the annual death roll among children has gone down to less than a quarter of what it used to be. But the danger to an unprotected child remains as great as ever. The child who has been protected is 26 times less likely to die from Diphtheria than the child who has not been given protection. Two out of every three children in the country have already been given protection at their parents' request. *Have yours?*

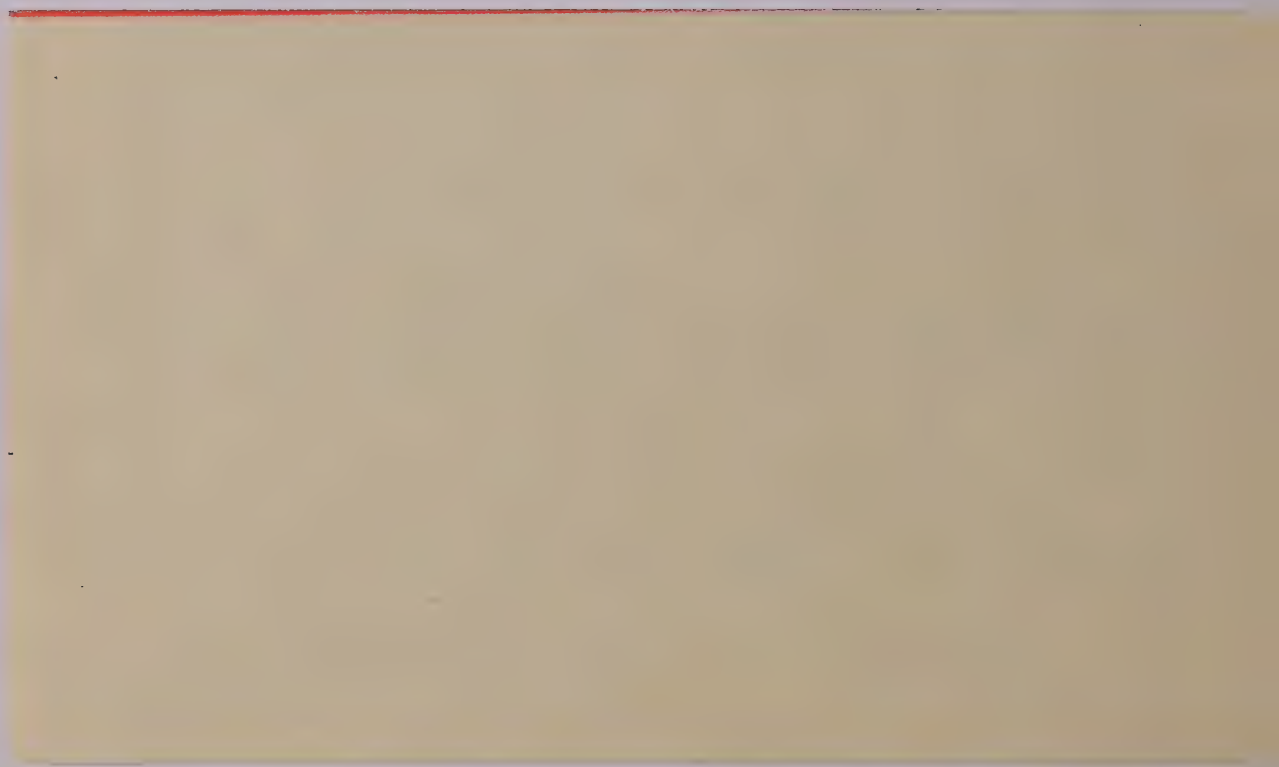
What you should do

If you have a young baby, the best time for the first injection is at about 8 months. *Immunisation should be completed before the first birthday.* Protection takes about 3 months to become fully effective, and it is very important that a baby should be safeguarded in its second year of life. Although children up to 5 years old are in the greatest danger, all children under 15 should be immunised.

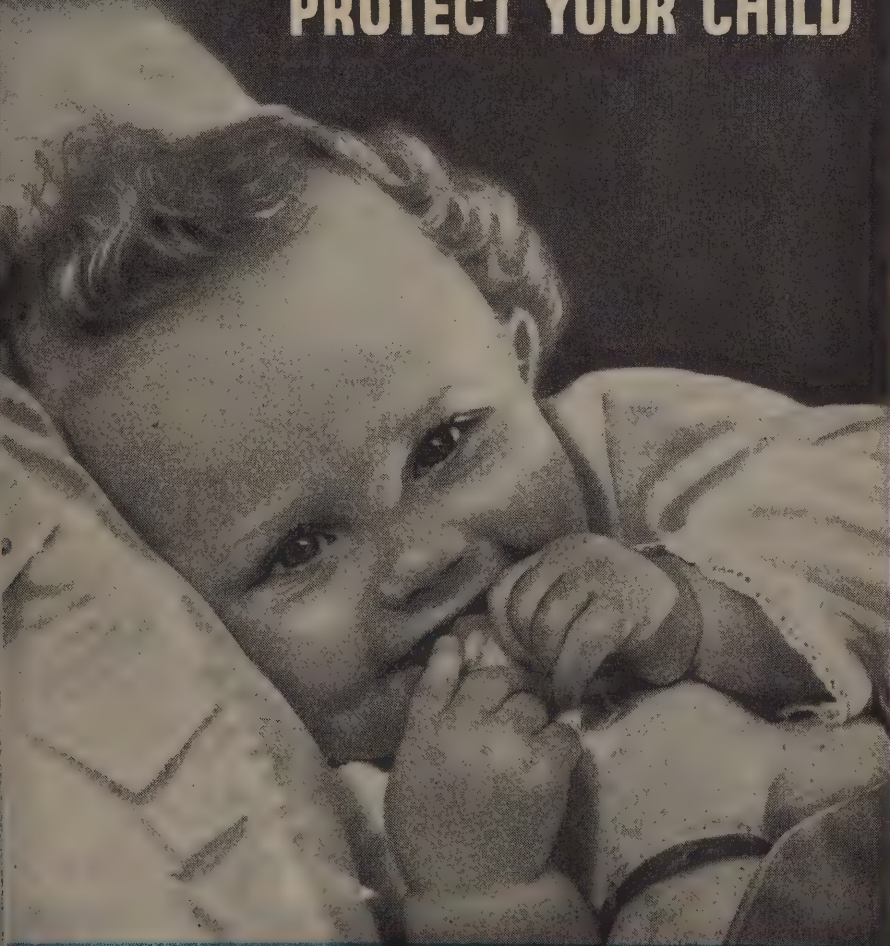
Apply at your—

LOCAL COUNCIL OFFICES,
SCHOOL OR WELFARE CENTRE,

where, with no trouble, you can arrange to have your baby immunised free of charge.



diphtheria
is DEADLY
PROTECT YOUR CHILD



Immunisation is Safe and Simple

YOU would never forgive yourself if, through ignorance or neglect, your child caught diphtheria. Perhaps you have not realised how very dangerous diphtheria is, nor how easily and quickly it is spread. It means long weeks of painful illness, necessitating complete isolation. Your other children would be in danger too, because they had been exposed to the infection.

Diphtheria is Deadly

On an average, 50,000 cases of diphtheria—mostly children—are reported in this country every year, and 2,500 of them die. It chiefly attacks children under ten. The greatest number of deaths occur in children under five. Diphtheria is a long and painful illness, and even if it does not prove fatal, it sometimes causes dangerous complications such as heart trouble and paralysis, whose effects may continue for life.

How it is caught and spread

Diphtheria is highly infectious. The germs of diphtheria live in the throat. Every time an infected child coughs or sneezes, out go the germs into the air to attack other children's throats.

Some children are only "carriers" of diphtheria. This means that while they themselves may not become ill from the germ in their throat, they "carry" the germ to other children by coughing, sneezing, or breathing over them. Any child may unknowingly be a diphtheria carrier.

Fortunately, medical science has now found the way to reduce these dangers. The process is called Immunisation, and every child between one and 15 years should be Immunised.

Immunisation *prevents* Diphtheria

Immunisation is a simple way of helping the body to perfect its natural defences against diphtheria in advance of an attack. There is nothing experimental about it. Its success has been proved beyond question. If every mother would have her child Immunised, diphtheria would soon be almost completely stamped out. Deaths from diphtheria have disappeared from big cities in America, while in Toronto (Canada), where Immunisation has been the rule for 10 years, there was not a single case of diphtheria in 1940. What other areas have done, yours can do, *but only with your consent and co-operation.*

What is Immunisation? Two or at most three injections of a few drops of protecting material into the skin of the arm.
It is essential that the full course of injections should be completed.

Is Immunisation Safe? Quite safe. The material used is prepared under Government supervision and is carefully tested to prove that it is sterile, that is, that it contains no germs or traces of poison.

When Should it be Done? NOW. As it takes two or three months for protection to become complete; the sooner it is done the better.

Does it Upset the Child? No. The injection is little more than a pin-prick. Children go straight home and play as usual immediately after it is done. In a few cases there may be slight subsequent swelling. There is no scar—no bandage or “red ribbon.”

How Long does Protection Last? For some years, as a rule, but a small subsequent dose gives prolonged protection.

What age is Best? The best time is at twelve months old, with a further single dose at the age of 5. But all children between one and 15 should be Immunised, and the sooner the better.

What does Immunisation Cost? It is FREE at the Local Authority's welfare centre or school.

Where do I inquire about Immunisation? At the School or Welfare Centre or at the Health Department of your Council offices.

DO NOT DELAY
Have your child Immunised FREE
at the Local Clinic
NOW



Prevention is better than cure

ACT NOW. It's up to you to give your children the protection of Immunisation. Their health, their life even, is in your hands. You cannot fail them.

Fill in the form below and post or deliver to the address printed below :

*Please arrange to have my Child/Children
Immunised against Diphtheria FREE of cost*

CHILDREN'S NAMES (*Surname first*)

DATE OF BIRTH

ADDRESS

IF AT SCHOOL, ADDRESS OF SCHOOL

SIGNATURE OF PARENT

DATE

Post or deliver this form when filled in to :

The Central Council for Health Education

ORDER FORM

FOR PUBLICITY MATERIAL

POSTERS	Quantity required	Cost
C.F.I. (15" × 10") Price : 6d. each, 20/- per 50, 35/- per 100
D.C. 16 }
D.C. 17 }	(30" × 20")
D.C. 20* }	Price : 1s. each, £4 10 0 per 100
E.M.B. 65 }	For Use on Empire Marketing
	Boards, or other large sites. Price :
E.M.B. 66 }	7/6d. the set of five posters.
V.B.I. (6" × 20") Price : 6d. each, 25/- per 100, £10 per 1,000
LEAFLETS.		
Diphtheria is Deadly* Price : 3/6 per 100, 32/- per 1,000, 30/- per 1,000 for 5,000 and over.
Broadcasts by the Chief Medical Officer. Price : 3/3 per 100, 32/- per 1,000, 29/6d. per 1,000 for 5,000 and over.
Hints from the Health Department No. 1.* Price : 4/3 per 100, 38/- per 1,000, 34/- per 1,000 for 5,000 and over.
Birthday Card* Price : 7/- per 100, 55/- per 1,000
Fight Diphtheria by Immunisation. Price : 3/6 per 100, 33/- per 1,000

Total Cost ... £

* Space is provided for over-printing local details.
N.B.—Please complete the reverse side of this form.

Date when material is required (allow at least two weeks from date of order)

.....

Address to which material should be sent :—

.....

.....

.....

.....

Authority to which invoice should be charged and sent.

.....

.....

.....

.....

.....

Reference to which correspondence should be addressed :.....

Signature

Date

Crossed cheque or Postal Order enclosed for

.....Total Cost.

This form should be addressed to :—

THE CENTRAL COUNCIL FOR HEALTH EDUCATION

Tavistock House, Tavistock Square, London, W.C.1.

Order Form for free Advertising Material

CARD,
for distribution by
Health Visitors

Please state quantity required :—

.....

**PARENTS' CONSENT
FORM**

Please state quantity required.....

Proposed method of distribution :—

.....

.....

**CINEMA
SLIDES**

Please state :—

(a) Number of slides required

Design A..... Design B.....

(b) Names of cinemas and approx. dates of
showing

.....

.....

.....

.....

SLIDES SHOULD BE RETURNED WHEN
FINISHED WITH.

Material Required by :—

(Allow at least one week from
date of request)

.....

.....

Address to which
Material should be
sent.

.....

.....

.....

(OVER

Advertising Order Form

[illegible]

LOCAL AUTHORITY'S ADDITIONAL WORDING (See Page 3 of Booklet)

(Attach a sheet if further space is required)

Please state your estimate of the size of the space required for this Addendum.

Depth in ins..... { single column (delete width
double column not required).

NAME OF AUTHORITY.....

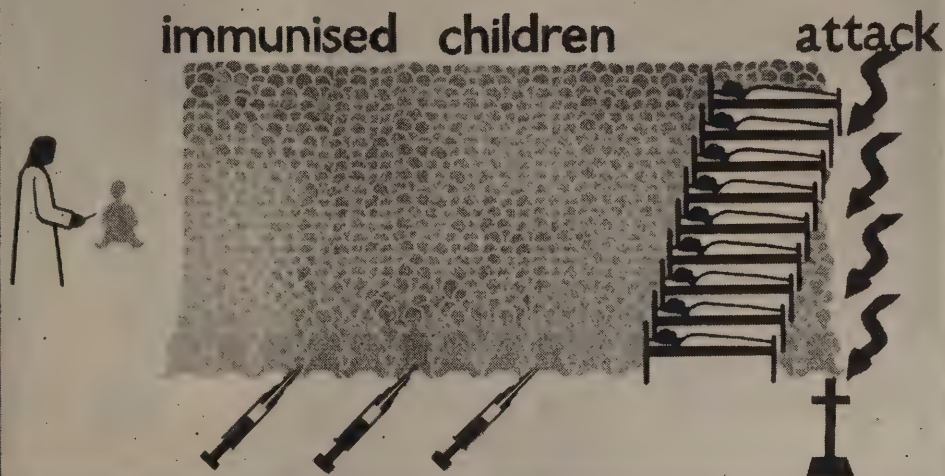
ADDRESS

AUTHORISED BY

THIS FORM SHOULD BE ADDRESSED TO :—CAMPAIGNS DIVISION (Room 653),
CENTRAL OFFICE OF INFORMATION,
NORGEBY HOUSE,
81-85, BAKER STREET,
LONDON, W.1.

(OVER

FIGHT DIPHTHERIA BY IMMUNISATION



Each group of beds represents 100 cases among 100,000 children in each group

Each cross represents 1 death among 100,000 children in each group

in England and Wales.



WHICH GROUP IS YOUR CHILD IN?

ASK YOUR DOCTOR OR AT YOUR PUBLIC HEALTH DEPARTMENT
OR WELFARE CENTRE ABOUT THE ARRANGEMENTS FOR FREE
TREATMENT

Issued by

THE CENTRAL COUNCIL FOR HEALTH EDUCATION
Tavistock House, Tavistock Square, London. W.C.1.

In association with

The Scottish Council for Health Education

**DIPHTHERIA
THREATENS EVERY CHILD**

**IMMUNISATION
IS EASY AND SAFE**

FOR THEIR SAKE



**HAVE YOUR CHILDREN
IMMUNISED**

HINTS FROM THE HEALTH DEPARTMENT, NO. 1

issued by: THE CENTRAL COUNCIL FOR HEALTH EDUCATION
TAVISTOCK HOUSE, TAVISTOCK SQUARE, LONDON, W.C.1

HOW YOU CAN PROTECT YOUR



A SAFE AND SIMPLE

THE DANGER.

Do you want your child to catch diphtheria? And do you want him to run the risk of dying from it if he does catch it? It is inconceivable that you should say "Yes" to these questions. But are you doing anything about it? Diphtheria need no longer kill. Now you know this you should not delay a moment in giving your child protection.

All young children may catch diphtheria. Your child may run up against the diphtheria germ at any time and at any place. Like the Scarlet Pimpernel the germ is here, there, and everywhere. In the throats of the sick and the throats of the healthy.

Thousands of young people die from diphtheria every year. Of those who recover some never regain complete health.

Do you want to insure your child against death from diphtheria? If you do, then get him immunised, that is, protected against diphtheria. In some towns diphtheria has been practically wiped out by immunisation.

MANY MILLIONS OF CHILDREN THE WORLD OVER HAVE BEEN TREATED IN THIS WAY. THE CHILDREN OF THE WORLD ARE UNITING AGAINST ONE OF THEIR DEADLY ENEMIES — DIPHTHERIA.

THE REMEDY.

Some children, you will say, never get diphtheria; so why worry? It is quite true that some escape, that some have a natural immunity to diphtheria. But the proportion of young children with natural protection is small. If you want to be convinced about your child a simple test will show whether he is likely to catch the disease or not.

But even this delays matters. Your child might catch diphtheria to-morrow or next week. You simply cannot afford to wait. The odds are against any one child being naturally immune.

Immunisation is a simpler matter than it sounds. It is a way of stirring up the natural defences of the body against diphtheria. And all that is necessary is two or three injections under the skin of a few drops of fluid. It is wonderfully simple, and centuries ago the results would have been thought miraculous. In about four to six weeks after the last injection the child is protected against diphtheria, and in the great majority of cases this protection lasts a long time, sometimes for life.

YOUR CHILD HAS A RIGHT TO GOOD HEALTH AND PROTECTION AGAINST ILL-HEALTH.

ASK YOUR DOCTOR OR WRITE TO T

CHILD AGAINST DIPHTHERIA



THE PRECAUTION

IF YOU DELAY . . . ?

The worst ravages of diphtheria are in young children, especially those under five years of age. That is when diphtheria kills.

So don't put things off. If you have a baby in arms you should have him immunised at once.

Delay is dangerous. It may be deadly. Remember that after the injection a few weeks are needed for full protection to develop. Don't wait until you are in the middle of an epidemic. Save yourself worry and anxiety—and above all save your child—by having him immunised *now*.

Too often is the tragic story heard of the mother who meant to have her child immunised, but kept putting it off . . . until it was too late.

Your Medical Officer of Health feels, therefore, that he would fail in his duty if he did not point out to you these dangers and tell you how they can be avoided. He offers your child protection against diphtheria.

IT IS YOUR RESPONSIBILITY TO SEE THAT HE GETS IT.

THE MEDICAL OFFICER OF HEALTH

SAFE, SIMPLE, SATISFACTORY.

The procedure is simple and safe. The injection is nothing worse than a pin prick. There is no sore and no scar, and many children hardly know that the injection has been given. There is no bandaging and no red ribbon round the arm.

The materials used by your Health Department are absolutely safe. They are prepared under Government supervision and are subjected to the strictest tests to prove they contain no germs or trace of poison. Not one in a hundred children is in any way bothered by the injection.

Immunisation need cost exactly nothing. You could never get a cheaper insurance policy than that.

So take your children to your family doctor or to your Medical Officer of Health. Don't wait. Remember—delay is dangerous.

THERE IS NOTHING EXPERIMENTAL ABOUT IMMUNISATION. IF THERE WAS YOUR MEDICAL OFFICER OF HEALTH WOULD NOT RECOMMEND IT TO YOU.

Please complete and return this form to the Medical Officer of Health to-day

I/We wish to have my/our child protected against Diphtheria.

Child's Name Date of Birth

Signature of Parent

Address

Date School

.....

In this pocket

are specimens of
printed material

CENTRAL OFFICE OF INFORMATION REGIONAL OFFICES

REGION	ADDRESS	C. R. O.
1. Northern (Newcastle)	Metrovick House, Northumberland Road, Newcastle-on-Tyne, 2.	J. W. Shand
2. North Eastern (Leeds)	7 Wetherby Road, Leeds, 8.	T. J. Hunt
3. North Midland (Nottingham)	Sherwood Buildings, South Sherwood Street, Nottingham.	T. A. H. Scott
4. Eastern (Cambridge)	Leighton House, Trumpington Road, Cambridge.	P. L. K. Schwabe
5. London and South Eastern	70 Victoria Street, London, S.W.1.	P. T. Ede
6. Southern (Reading)	The Governor's House, Forbury Road, Reading.	H. B. Harper, O.B.E.
7. South Western (Bristol)	15 Belgrave Road, Bristol, 8.	G. C. N. Mackarness
8. Wales (Cardiff)	2 Cathedral Road, Cardiff.	T. I. Evans
9. Midland (Birmingham)	Lombard House, Great Charles Street, Birmingham, 3.	D. Cranston
10. North Western (Manchester)	3 Cross Street, Manchester, 2.	G. Mould, O.B.E.

1. Health Visitor's Card.
2. General Leaflet.
3. Birthday Card.
4. 4-page leaflet "Diphtheria is Deadly."
5. Leaflet—Broadcasts by the Chief Medical Officer.
6. Hints from the Health Department No. 1.
7. Leaflet—Fight Diphtheria by Immunisation.
8. Order Forms.

FOR ADDRESSES OF
REGIONAL OFFICES
← SEE LEFT

HOW TO PLAN A
LOCAL CAMPAIGN
SEE OVER →

THE BEST WAY TO PLAN A LOCAL CAMPAIGN

The most suitable time for an intensive local publicity campaign—to supplement all-the-year-round personal persuasion and the sending of “birthday cards”—is usually the early summer months.

The plan outlined below should suit most districts and circumstances, but obviously cannot be followed rigidly and without modification.

It is planned to last for six weeks. Experience has shown that the best results do not come from campaigns lasting less time than that.

NOTE ABOUT PRESS ADVERTISING.

This should carry the main weight of the campaign. If possible, there should be at least one insertion in every good local paper for four weeks, as shown in the plan below. Shortage of paper and newspaper space may sometimes make this impracticable.

1st WEEK.

Press Conference held.—In the larger centres it is helpful to have a Press Conference, and Regional Officers of the C.O.I. will be glad to give any assistance required. In all areas the support of the local newspapers should be sought.

Posters and Vehicle Bills appear.

Local Window Displays.

Notices.—It is suggested that notices should be placed at the entrance to the offices or welfare centres where inquiries can be made about immunisation, such as “Inquire here about Diphtheria Immunisation.”

2nd WEEK.

Press Advertisements appear.

Films shown.

3rd WEEK.

Press Advertisements appear.

Cinema Slides issued.

Leaflets distributed by post or personally.

4th, 5th and 6th WEEKS.

Press Advertisements

Supported by Poster and Window Displays.

“WORD OF MOUTH” PUBLICITY.

However much weight is put into Press advertising, posters and other media, the success of a local campaign depends very largely on personal contact and the spoken word. The co-operation of individual councillors, general practitioners, pharmacists, clergy, health visitors, nurses, teachers, W.V.S., British Red Cross Society, Women’s Co-operative Guilds and similar persons and organisations, should be invited. If they make a point of recommending the immunisation of children whenever they have the opportunity of talking to parents who know them and have faith in their judgment, the campaign is greatly strengthened.